Amendments to the Claims

The following listing of claims is intended to replace all prior versions of claims in the application and includes all claims now active in the application, along with the status of each. In this listing, insertions are underlined, as follows: inserted text. Deletions are struck through in bold type, as follows: **deleted text**.

1.   (Original)   A method for estimating an optimal price of a financial product comprising:

extracting data related to the financial product from at least one data source;

generating a structured data file from the data, wherein generating the structured data file

comprises defining a plurality of attributes and a plurality of price parameters related to the financial product, and wherein the plurality of price parameters comprise a price conversion probability measure and a business measure parameter associated with the financial product; and

estimating the optimal price associated with the financial product based on the plurality of attributes, the plurality of price parameters, the price conversion probability measure and the business measure parameter.

2.   (Original)   The method of claim 1, wherein the financial product comprises at least one of loans, credit cards and insurance policies, mortgages and sales finance.

3.   (Original)   The method of claim 1, wherein the at least one data source comprises consumer finance markets and marketing campaigns.

4.   (Original)   The method of claim 1, wherein the extracting comprises automatically searching and downloading the data from the at least one data source at predetermined time intervals.

5.   (Original)   The method of claim 1, wherein the plurality of attributes comprise customer attributes and account attributes associated with the financial product.

6.   (Original)   The method of claim 1, wherein the business measure parameter comprises at least one of a contributed value measure, a volume measure, and an interest volume measure associated with the financial product.

7.   (Original)   The method of claim 1, wherein the price conversion probability measure is a measure of a propensity of response to a price associated with the financial product.

8.   (Original)   The method of claim 1, wherein the plurality of price parameters further comprise a price conversion rate parameter, a price rate parameter, a price term parameter, and a price processing parameter associated with the financial product.

9.   (Original)   The method of claim 1, wherein estimating the optimal price further comprises computing a plurality of price elasticity measures associated with the financial product, wherein the plurality of price elasticity measures comprise a demand elasticity measure and a supply elasticity measure associated with the financial product.

10. (Original)   The method of claim 9, wherein the demand elasticity measure is a function of the price conversion probability measure and the supply elasticity measure is a function of a contributed value measure associated with the financial product.

11. (Original)   The method of claim 10, wherein the demand elasticity measure and the supply elasticity measure are estimated using a regression model.

12. (Withdrawn)   A method for estimating an optimal price of a financial product comprising: extracting data related to the financial product from at least one data source; generating a structured data file from the data, wherein generating the structured data file comprises:
            defining a plurality of attributes related to the financial product;
        defining a plurality of price parameters related to the financial product;

       assigning a price conversion probability measure associated with financial
product, wherein the price conversion probability measure is a measure
of a propensity of response to a price associated with the financial
product;

computing a contributed value measure associated with the financial product, wherein the
contributed value measure is a function of the plurality of price parameters and the
price conversion probability measure associated with the financial product; and

estimating the optimal price based on the plurality of attributes, the plurality of price
parameters, the price conversion probability measure, and the contributed value
measure.

13.   (Withdrawn) The method of claim 12, wherein the plurality of attributes comprise
customer attributes and account attributes associated with the financial product.

14.   (Withdrawn) The method of claim 12, wherein the plurality of price parameters comprise
a price conversion rate parameter, a price rate parameter, a price term parameter, and a
price processing parameter related to the financial product.

15.   (Withdrawn) The method of claim 12, wherein estimating the optimal price further
comprises computing a plurality of price elasticity measures associated with the financial
product, wherein the plurality of price elasticity measures comprise a demand elasticity
measure and a supply elasticity measure associated with the financial product.

16.   (Withdrawn) The method of claim 15, wherein the demand elasticity measure is a
function of the price conversion probability measure and the supply elasticity measure is a
function of the contributed value measure associated with the financial product.

17.   (Withdrawn) The method of claim 16, wherein the demand elasticity measure and the
supply elasticity measure are estimated using a regression model.

18.   (Original)   A system for estimating an optimal price of a financial product comprising:

a data extraction engine configured to extract data relevant to the financial product from

at least one data source;

a data definition engine configured to generate a structured data file from the data

extracted from the data extraction engine, wherein the structured data file

comprises a plurality of attributes and a plurality of price parameters related to the

financial product; and wherein the plurality of price parameters comprise a price

conversion probability measure and a business measure parameter associated with

the financial product; and

an optimized price decision engine configured to estimate the optimal price associated

with the financial product based on the plurality of attributes, the plurality of price

parameters, the price conversion probability measure and the business measure

parameter.

19.   (Original)   The system of claim 18, wherein the financial product comprises at least
one of loans, credit cards and insurance policies, mortgages and sales finance.

20.   (Original)   The system of claim 18, wherein the at least one data source comprises
consumer finance markets and marketing campaigns.

21.   (Original)   The system of claim 18, wherein the data extraction engine is configured to
automatically search and download the data from the at least one data source at
predetermined time intervals.

22.   (Original)   The system of claim 18, wherein the plurality of attributes comprise
customer attributes and account attributes associated with the financial product.

23.   (Original)   The system of claim 18, wherein the business measure parameter comprises
        at least one of a contributed value measure, a volume measure, and an interest volume
        measure associated with the financial product, and wherein the price conversion
        probability measure is a measure of a propensity of response to a price associated with the
        financial product.

24.   (Original)   The system of claim 18, wherein the plurality of price parameters further
        comprise a price conversion rate parameter, a price rate parameter, a price term
        parameter, and a price processing parameter associated with the financial product.

25.   (Original) The system of claim 18, wherein the optimized price decision engine further
        comprises a demand model and a supply model, wherein the demand model is configured
        to compute a demand elasticity measure and the supply model is configured to compute a
        supply elasticity measure associated with the financial product.

26.   (Original)   The system of claim 25, wherein the demand elasticity measure is a
        function of the price conversion probability measure and the supply elasticity measure is a
        function of a contributed value measure associated with the financial product.

27.   (Original)   The system of claim 26, wherein the demand elasticity measure and the
        supply elasticity measure are estimated using a regression model.

28.   (Original)   A method in a computer system for displaying a plurality of pages to enable
        a user to view information related to estimating an optimal price associated with a
        financial product, comprising:
        displaying an input screen for permitting the user to specify a plurality of attributes related
                to the financial product;
        displaying a selection screen for permitting a user to specify values for a plurality of price
                parameters and a price conversion probability measure associated with the financial
                product;

Application No. 10/814,698   140284-1
Amendment dated 18 March 2008
Reply to Office Action of 19 February 2008

displaying a simulation screen for permitting the user to select a business measure

         parameter and at least one of the plurality of attributes associated with the financial

         product; and

displaying an output screen for permitting the user to view the optimal price associated

         with the financial product, wherein the optimal price is estimated based on the

         plurality of attributes, the plurality of price parameters, the price conversion

         probability measure and the business measure parameter specified by the user.

29.   (Original)   The method of claim 28, wherein the input screen further comprises permitting the user to view and edit the plurality of attributes related to the financial product.

30.   (Original)   The method of claim 29, wherein the plurality of attributes comprise customer attributes and account attributes associated with the financial product.

31.   (Original)   The method of claim 28, wherein the plurality of price parameters comprise a price conversion rate parameter, a price rate parameter, a price term parameter, and a price processing parameter associated with the financial product.

32.   (Original)   The method of claim 28, wherein the business measure parameter comprises at least one of a contributed value measure, a volume measure, and an interest volume measure associated with the financial product.

33.   (Original)   The method of claim 28, wherein the price conversion probability measure is a measure of a propensity of response to a price associated with the financial product.

34.   (Original)   The method of claim 28, wherein the simulation screen further comprises permitting the user to select a segmentation parameter associated with the financial product.

35.   (Original)   The method of claim 34, wherein the segmentation parameter is a reflection of a plurality of demographic characteristics related to a plurality of customers associated with the financial product.

36.   (Original)   The method of claim 28, wherein the plurality of attributes, the plurality of price parameters, the price conversion probability measure and the business measure parameter specified by the user are provided to an optimized price decision engine, wherein the optimized price decision engine estimates the optimal price based on the plurality of attributes, the plurality of price parameters, the price conversion probability measure, the business measure parameter, and the segmentation parameter.

37.   (Original)   The method of claim 36, wherein the optimized price decision engine utilizes a regression model to estimate the optimal price.

38.   (Original)   The method of claim 28, wherein the output screen further comprises displaying a screen for viewing the effect of the estimated optimal price on the business measure parameter graphically.

39.   (Original)   A computer-readable medium storing computer instructions for instructing a computer system to estimate an optimal price of a financial product, the instructions comprising:
extracting data related to the financial product from at least one data source;
generating a structured data file from the data, wherein generating the structured data file comprises defining a plurality of attributes and a plurality of price parameters related to the financial product, and wherein the plurality of price parameters comprise a price conversion probability measure and a business measure parameter associated with the financial product; and

estimating the optimal price associated with the financial product based on the plurality of attributes, the plurality of price parameters, the price conversion probability measure and the business measure parameter.

40. (Original)   The computer-readable medium of claim 39, wherein the plurality of price parameters further comprise a price conversion rate parameter, a price rate parameter, a price term parameter, and a price processing parameter associated with the financial product.

41. (Original)   The computer-readable medium of claim 39, wherein the business measure parameter comprises at least one of a contributed value measure, a volume measure, and an interest volume measure related to the financial product.

42. (Original)   The computer-readable medium of claim 39, wherein the price conversion probability measure is a measure of a propensity of response to a price associated with the financial product.

43. (Original)The computer-readable medium of claim 39, wherein estimating the optimal price further comprises instructions for computing a plurality of price elasticity measures associated with the financial product, wherein the plurality of price elasticity measures comprise a demand elasticity measure and a supply elasticity measure associated with the financial product.

44. (Original)   The computer-readable medium of claim 43, wherein the demand elasticity measure is a function of the price conversion probability measure and the supply elasticity measure is a function of a contributed value measure associated with the financial product.

45.   (Withdrawn)   A computer-readable medium storing computer instructions for instructing
       a computer system to estimate an optimal price of a financial product, the instructions
       comprising:

       extracting data related to the financial product from at least one data source;

       generating a structured data file from the data, wherein generating the structured data file
              comprises:

              defining a plurality of attributes related to the financial product;

              defining a plurality of price parameters associated with the financial product;

              assigning a price conversion probability measure associated with the financial
                     product, wherein the price conversion probability measure is a measure of a
                     propensity of response to a price associated with the financial product;

       computing a contributed value measure associated with the financial product, wherein the
              contributed value is a function of the plurality of price parameters and the price
              conversion probability measure associated with the financial product; and

       estimating the optimal price based on the plurality of attributes, the plurality of price
              parameters, the price conversion probability measure, and the contributed value
              measure.

46.   (Withdrawn)   The computer-readable medium of claim 45, wherein the plurality of price
       parameters comprise a price conversion rate parameter, a price rate parameter, a price
       term parameter, and a price processing parameter associated with the financial product.

47.   (Withdrawn)   The computer-readable medium of claim 45, wherein estimating the
       optimal price further comprises instructions for computing a plurality of price elasticity
       measures associated with the financial product, wherein the plurality of price elasticity
       measures comprise a demand elasticity measure and a supply elasticity measure associated
       with the financial product.

48.   (Withdrawn)   The computer-readable medium of claim 47, wherein the demand elasticity
        measure is a function of the price conversion probability measure and the supply elasticity
        measure is a function of the contributed value measure associated with the financial
        product.